To:

DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US

From: Posted:

MacWilliams, Lori 4/27/98 17;32

Opened: 4/28/98 13:30

Subject: CTS Promotion Projections

Don,

Per your email of 4/14/98 please reference the attached response for the Buffalo Region. As you are aware, responses were requested for 1 Pack Offers for CTS stores; we felt that a one pack may be too lucrative of an offer for a CTS and that our dollars would be better spent in a C/Gas outlet. However, it is difficult to determine without the promotion specifics.

On another topic, concerning VAP Promotions: The Buffalo Region allocations were short approximately 360 sku's for the Doral BIGIF and Winston \$.70 off. Hopefully, allocations will be adjusted for future promotions as we work towards STUB implementation.

Please do not hesitate to contact me should you have any questions. Thanks for your assistance as always.

Lori / #1610

CC: Campbell, Judy, Natale, Fray, 1600 - Buffalo Region (BURRELL), 1610 - Buffalo ROU (BRZEZIE)

Projected CTS Outlets 3rd Quarter 1998

i i		Projected	Projected	Projected	Projected	1	Projected	Projected
高端 斯斯	Current CTS Pack	Based on 1 pack offer	40 offers per slop	Besed on a pack offe	40 offers per sku	Current CTS Carton	Based on 1 ctn offer	40 offers per sku "
Call Region (1)	At Stores At	CTS Pack/# of atores	Fig. # of slurs fine	CTS Pack of store	40 offers per skir (g).	HEROS Stores Exacts	CTS Carton# of stores	- Si refatura 👢
1100-Boston	75			1.11		67		
1200-New York	56	F				0		
1300-Philadelphia	143					101	i	
1600-Butfalo	277	- 50	7	50	3	289	210	3
1700-Pittsburgh	210					210		
1800-Cincinnati	260					260		
NESA Total	100 PM	Sandy Charles	が、 は に は に は に に に に に に に に に に に に に	THE WAY TO BE	क्षेत्रकार स्टेश स्टेशन स्टेशन स्टेशन स्ट	PER EMEC - dies	《中国社会大陆会议 》	
2100-Winston-Salem	250	a maka sampatan			The state of the s	250		and the second second
2200-Atlanta	178		•			17B		
2300-Florida	216				alaka Barra (1991)	250	es en	
2600-Dallas	360					410	AND COMPANY OF STREET	
2900-Richmond	212	- 1 - 1 - 1 - 1 - 1 - 1		and the second second	a valorita a la sedenți de li literită l	254		···
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5100-N. California	100	and the second s	range in the control of the	the section of the profit	The state of the state of the state of	125		1.1
5400-S. California	150					150		
5600-Seattle	228 190				إسارشك بخالسته فالمارس	232 190		
5800-Houston		7-10-2-10-2-10-2		Maria Cara Cara Cara Cara Cara Cara Cara	-	190		SAME AND DESCRIPTIONS
WSC TO THE SECOND	300	CONTRACTOR OF THE PARTY.	distributed the			300	200	1912年2月1日 (1914年1914年1914年1914年1914年1914年1914年1914
6200-Chicago 6300-Minneapolis	375				117 (17)	375	•	
6600-Denver						600		
6700-Detroit	- <u>- 600</u> 250	v to series or		i i		250		
6900-St. Louis	400			and the same of th		430		
MISATOLINE		Mary Services	Same and the same of the same of	THE SHOP SHOP THE MELLIN	The second second	- The Carlotte of the Carlotte		
AND DESCRIPTION OF THE PROPERTY OF THE PROPERT	COLUMN TO SECULIAR SE	THE RESERVE OF THE PERSON NAMED IN	CONTRACTOR OF THE STATE OF THE				The state of the s	. TALT . I AGENTAGE TABLETT & BESSEL
National Total	4830	lite is my tid	4.0	and the same		4921	t et	
1000100		J			•	\$ 1,1 32.		

4/28/98

Projected CTS Outlets 3rd Quarter 1998

	Current CTS Pack		ected persko B	Projected !	Projected 40 offers per sku	Current CTS Carton	Projected Based on 1 ctn offer	Projected 40 offers per sku
Region	Stores			TS Pack# of stores	# of sku's	Stores	CTS Carton/F of stores	# of sku s
1100-Boston	75					67		
1200-New York	56				٠ ي	0	<u> </u>	
1300-Philadelphia	143	کے مستحما			≥ ≥	101	: (B)	3
1600-Buffalo	277	7		· 		289		
1700-Pittsburgh	210	7	4 3 \	10	(3)	210	210	# J /
1800-Cincinnati	250		*	$\mathcal{O}^{\mathcal{U}_{1}}$	(\cup)	260		
NESA Total	1021	-8				927	·	
2100-Winston-Salem	250					250		
2200-Atlanta	178	1	1			178		
2300-Florida	216	1				250		
2600-Datlas	360		1.			410		
2900-Richmond	212		1		•	254		
SSA Total	1216		1		the state and the	1342		
5100-N, California	100					125		
5400-S. Catifornia	150	ı	į			150		
5600-Seattle	228		Į.			232		
5800-Houston	190	i				190		
WSA Total	668	11 11 11 11 11 11 11 11	in temp			697		in the second second
6200-Chicago	300	1	1			300		
6300-Minneapolis	375					375		
6600-Denver	600	1	. 1			600		
6700-Detroit	250	1	l l			250		
6900-St. Louis	400		· i			430		
MYVSA Total	1925			* * *		1955		
National Total	4830					4921	,	

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Projected CTS Outlets 2nd Quarter 1998

Cü rre i Region	it CTS Pack Projec	ted CTS Pack Current Stores	CTS Carton Projected	Stores
1100-Boston	62		63	
1200-New York	34		0	
1300-Philadelphia	54_		54	
1600-Buffalo	(89)	(277)	133 و	289
1700-Pittsburgh	83		183	
1800-Cincinnati	230		230	
NESA Total	552	Andreas and residence of the second s	663	Again the major special contract of the contra
2100-Winston-Salem	206		20 6	
2200-Atlanta	158	•	158	
2300-Florida	176	100	176	·
2600-Dallas	350	•	400	
2900-Richmond	202		242	
SSA Total	1092	in the second of	1182	
5100-N. California	60		100	
5400-S. California	88		135	•
5600-Seattle	154	•	187	•
5800-Houston	116	•	119	
WSA Total	418	100 P 61 P 100 P 1	541	r Carlos Straight Branch Carlos S
6200-Chicago	204		204	
6300-Minneapolis	338		338	
6600-Denver	580	*	580	
6700-Detroit	184		184	
6900-St. Louis	200	•	400	
MWSA Total	1506	क्ष्य मा प्रत्यक्षरात्त्रकृति प्रकारणका क्षयक्षर अस्तुत्र । जन्म व्यक्ति प्रतिकृति । हिन्दि स्वापित	1706	
National Total	3568		4092	